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SHOUT
SHARE
IT

Allen's

1948 BOOK OF BERRIES

PREMIER
...Frostproof.
Still
THE LEADER

The Fruits of Allen's Plants

The Plant Situation . . . 1948

This is a good year for buyers of strawberry plants to get their orders placed early—to be sure of getting varieties and quantities wanted. On the whole, the supply of plants available for planting stock is much less than in 1947—probably little, if any, larger than in 1945 and 1946. Some varieties, including a few of the best kinds like Premier, Fairfax, Catskill, Blakemore and Temple will be fairly plentiful. Others, also including some of the best like Midland, Redstar, Fairpeake and most of the everbearers, will be quite short, and size of orders may have to be limited. Still others, usually grown in smaller quantities, are not available at all. (See page 31.)

The plant shortage is general, although varieties in fairly plentiful or very short supply will vary with different growers in different sections.

One thing has been proved again in 1947, Early planting pays! Where good plants were set early on well-prepared land, results were generally satisfactory in spite of an unfavorable growing season. In much of the area covered by the middlewestern states and part of the northeastern states, almost continuous spring rains delayed planting for too long. In this area (eastern Maryland) plant crops are short partly because of late planting due to rush of work, but mostly to extreme heat and drought periods broken only by very inadequate amounts of rainfall. Early setting is the best guarantee of satisfactory growth. If setting must be delayed—by bad weather or by too much other work, using *dormant plants* is the most powerful aid a grower can have in getting a growth of plants that will prove profitable. Order Early—Set Early! With no other crop that we know of is this so important as with strawberries.

Plant prices are a little lower. Our three leading varieties, Premier, Fairfax, and Catskill, as well as several others, are $1 per 1000 lower than last year. A few kinds are just the same. The reductions are made in spite of the highest per acre and per 1000 growing cost we have ever known.

The quality of plants is good. As always happens when plant beds are thinner, plant size is larger, with crowns and roots of individual plants more fully developed. Reliable growers, who know how to grade and pack plants properly, should be able to furnish good stock as long as their supply lasts. Our 63 years of experience helps insure good plants for you when your order comes our way. Let Allen's Dependable Plants work for *you!*

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PICKING THE WINNERS

Early
Premier

The safe early strawberry. Frost proof. Has produced a crop every year for 31 straight years since its introduction. Very productive, profitable, and popular in all Northern and Middle States. Allen's Premier—an amazingly vigorous strain!

Fairfax

The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South. Where quality tells, Fairfax sells!

Midland

Outstanding New Early Berry. Equals Premier in vigor, productiveness. Berries larger, firmer better quality than Premier. Best of all for freezing. **Dorsett,** where adapted it equals Premier in size, productiveness, and firmness. Much better in quality, beauty. Avoid cold, frosty sites, far North. **Blakemore,** light and quite tart, is a fine early shipping berry adapted chiefly from Maryland South. Blakemore is the great southern shipping berry.

Midseason
Catskill

The leading midseason berry. 15 years without a crop failure in most sections. Heaviest producer of any leading variety—more big berries than any other. Good quality, firm, attractive. Adapted from Canada South to Missouri and North Carolina. Best midseason berry—it's safe.

Big Joe

Preferred by many to Catskill—especially in Middle States. It must be good to be among the leaders for so many years. Often sells with Chesapeake. **Temple** has high vigor, productiveness, quality. Red stele resistant. Best in low springy soils. Middle States. **Sparkle** and **Robinson** proving themselves in certain sections in the North, and middle West, respectively.

Late
Chesapeake

The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections.

Fairpeake

Highest quality—as good as Fairfax. Berries large, firm, beautiful. A new berry destined to become a leader. Worthy of its noted parents—**Chesapeake** and **Fairfax.**

Very Late
Redstar

The latest very good and the best very late variety. Set Redstar to extend the season of good quality, high priced berries. Sure cropper as late blossoms escape frosts which kill many earlier kinds.

Everbearing
Gem

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop.

Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit. A fine spring cropper in addition to summer and fall berries.

COLLECTIONS

ALL STAR VARIETIES . . .
TIME-SAVER SELECTION...

For those who want the very best of berries in their gardens. For those who want quickly the varieties experts would pick after years of study and experience.

Never has a finer group of varieties been offered in one Collection! All four kinds, Premier — Fairfax — Catskill and Redstar are strong growers, widely adapted, and bear bumper crops of big, beautiful, best quality berries. They lead!

PREMIER—the *surest cropper* of all

FAIRFAX—the *finest quality* of all

CATSKILL—the *bearing-est* variety of all

REDSTAR—the *latest* good berry of all

Together they mean a continuous supply of luscious strawberries all season, from the earliest to the latest.

Beginner or veteran grower—you can't go wrong in selecting one of these collections.

COLLECTION A— 100 plants— 25 each of the 4 kinds (4 lbs.).....**$ 3.75**

COLLECTION B— 200 plants— 50 each of the 4 kinds (8 lbs.)..... **6.25**

COLLECTION C— 400 plants—100 each of the 4 kinds (16 lbs.).... **10.50**

COLLECTION D—2000 plants—500 each of the 4 kinds (70 lbs.).... **32.00**

ADAPTATION

The varieties in all our collections are well-adapted from Canada through all the Northern and Middle States as far south as Virginia and Missouri and in higher altitudes of North Carolina, Tennessee and other Southern States.

ORDERING

Order all collections by number—Collection A, Collection B, etc. The prices are f. o. b. Salisbury, Maryalnd, payment with order. Add postage figured from approximate weight given. Parcel post table on page 30. The larger collections will usually go cheaper by express collect beyond the third zone.

YUM-YUM

These collections will save you a little money and a lot of time, but the big *gain* is in the satisfaction all the family will have in enjoying the big, beautiful, luscious, useful, healthful berries.

BIG 6 GROUP

Midland and Fairpeake are among the most valuable new varieties introduced in many years. These two, together with the Four Dependables which make up our All-Star Collections, form a Big Six Group which really is the cream of modern strawberry varieties.

Big Six Varieties in order of ripening

PREMIER
MIDLAND
FAIRFAX
CATSKILL
FAIRPEAKE
REDSTAR

These six varieties combine

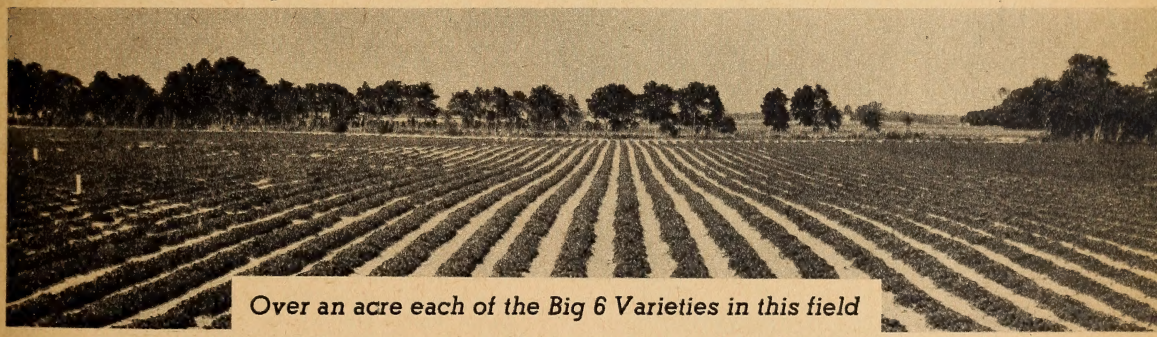
These six points to an extent never before attained in Strawberry History

Big Six Points a good strawberry variety must have

1. **Sure cropper**
2. **Productive**
3. **Big berries**
4. **High quality**
5. **Beauty and firmness**
6. **Healthy, robust plant growth**

For home gardeners or commercial growers who are variety minded and want a more complete selection, we confidently recommend our Big Six Collections E, F, G, and H, for the region indicated, as the last word in fine berries.

Collection E— 150 plants— 25 each of the 6 kinds (6 lbs.).....**$ 5.60**
Collection F— 300 plants— 50 each of the 6 kinds (12 lbs.)..... **9.00**
Collection G— 600 plants—100 each of the 6 kinds (20 lbs.)..... **15.75**
Collection H—3000 plants—500 each of the 6 kinds (100 lbs.)..... **48.00**



Over an acre each of the Big 6 Varieties in this field

THE NEXT FIVE . . . COLLECTION M

Based on a large number of observations, reports, tests, and letters from growers we name BIG JOE, TEMPLE, SPARKLE, ROBINSON and TENNESSEE BEAUTY as probably the 5 next best varieties for the region in which our collections are recommended (page 4). In some parts of that area one or more of these five may even be better than some of the *BIG SIX GROUP*. These five varieties are fully described on pages 18 and 19, with special adaptation noted so far as it has become established. For example, here at Salisbury, Maryland, while Temple and Tennessee Beauty are both excellent, Robinson and Sparkle are not top-notch varieties. However, there are enthusiastic reports about them from other sections.

Therefore, to give berry growers a chance to buy all five of these next best varieties in one group, we are offering COLLECTION M (5 lbs.) $5.00, consisting of 25 plants each of Temple, Sparkle, Robinson, Tennessee Beauty and Big Joe. Any one of them, under conditions to their liking, could easily become a *VERY BEST* instead of a *NEXT-BEST* variety. Collection M is worth a trial

STRAWBERRIES PAY!

For many years, Strawberries have been a good money crop! Of all the farm, fruit or vegetable crops of which we have any knowledge, Strawberries have been the best money crop! In good times and bad, peace times or war, boom or depression, the record has been the same, Strawberries Pay.

We could name for you growers in every section of the country who have grown strawberries profitably. You've done it yourself or know others who have. They're in the garden areas near all large cities. They're in the large producing and shiping areas of many states. And, they're "in clover" if they've been growing lots of good berries lately.

STRAWBERRIES PAY—ONE REASON AND THREE SUGGESTIONS

The possible profit margin is large. With good plants, good soil, good varieties and a fair break in weather conditions, yields of 5,000 to 10,000 qaurts per acre are not unusual. Retail prices of 40-50 cents or more per quart or wholesale prices of 25-35 cents or more have been the rule. Use any of these figures and you have a gross return per acre which leaves room for present high costs and a profit too. The amount, of course, depends on how large your yields and prices as well as how low your costs.

Strawberries do not Pay in every single year for every grower. It's the average we're talking about. To help avoid loss any year, to aid in making some profit every year and large profits some years, we make the following suggestions:

(1) **Don't try to grow too many.** The man with 50 acres or more is something of a gambler. The **get-rich-quick** type of grower might just as easily **get-poor-quick.** A commercial planting of ½ or even ¼ of an acre up to 3 or 4 acres is the **solid** type of investment. For a part-time grower (full time in picking season) or for the man who uses strawberries as a main money crop along with poultry, vegetables, or other farm or fruit crops, this size planting will mean real money—with a minimum of risk.

(2) **Have some berries every year.** Don't try to outguess nature, economic conditions, the plans of thousands of other growers by trying to hit the **good** years. It just doesn't happen that way. Have some good berries every year. Good beds can be carried over one year rather successfully if prospects are bright. Don't skip setting some plants every year. Remember what "Pop" (Mr. W. F. Allen) tells us, "no matter how high prices are, you can't make any money unless you have some berries to sell."

(3) **Grow good berries.** Get good plants, select the best varieties, use your best land, and take care of them. On other pages of this Berry Book we have told you the honest truth about varieties as we know them, and have made growing suggestions based on long experience in our pages on "Common Sense Methods." But, from whatever source you get your ideas, **grow good berries.** Any berries sold profitably in the war years, but quality is beginning to tell again as total berry production increases. According to published market reports, the highest and lowest wholesale sales on the New York City produce market at random dates during the 1947 season were the following:

GOOD BERRIES WILL PAY--ON ANY MARKET DAY

Date	States Shipping	Lowest Price	Highest Price
May 7	North Carolina	25	45
May 14	Ark., N.C., Va.	20	60
May 29	Va., Md., Del.	15	50
June 5	N. J., Md., Va.	25	75
June 19	Hudson Valley, N. Y., and N. J.	15	75
June 30	Hudson Valley, N. Y., and N. J.	15	60
July 3	Hudson Valley, N. Y., N. J., and Conn.	20	65
July 11	Oswego Co.-Hudson Valley, N. Y., and N. J.	20	65

The average price was much nearer the high figure than the low. One of the comments on the reports read "good demand for fancy stock."

ALLEN'S PLANTS PAY!

Allen's Plants will pay you, Mr. Berry Grower!

They are *Dependable*—backed by 63 years of experience in growing, handling and packing good strawberry plants.

They are *Dependable*—put out by the only fairly large firm which handles no other nursery product than strawberry plants.

They are *Dependable*—because they are

well-grown—with well developed root systems and strong crowns.

healthy—with both roots and leaves free from insect and disease pests.

true-to-name—with every bunch carefully labeled for your convenience.

vigorous—ready to grow good beds and bear heavy crops.

well-packed — to reach you with their great vitality retained for quick starting, robust growth and full production.

You must have *Dependable Plants* because the results of *all* your best thoughts and efforts in berry growing depend on what you can get the *Plants* to do for you.

In Commercial field, profit plot or berry garden—*ALLEN'S PLANTS PAY.*

Stephenson Co., Ill., Feb. 2, 1947. Last spring I bought 6400 strawberry plants from you and they have turned out to be the finest plants I have ever seen. This spring will give me my first crop and I am expecting a big one.
Russell H. Sechrist

Greene Co., Penna., July 19, 1947. This spring I received and delivered 13,000 of your strawberry plants. They were the nicest and best-rooted plants I have ever seen. Every customer that received any of the plants was highly pleased.
Mr. Leander Moore

Westmoreland Co., Va., Oct. 30, 1946. I have been buying a few strawberry plants from you each spring for the past 35 years and have always had splendid berries.
J. D. Brown

Josephine Co., Oregon, March 5, 1947. This is to advise you that my Premier strawberry plants arrived last Friday in excellent condition and to thank you for the prompt and efficient service given me by your Company.
Mr. W. S. White

Guilford Co., N. C., Jan. 9, 1947. Enclosed please find order for strawberry plants with check for same. The plants I got in past years did excellent. I have better yield and much larger berries than anyone in this part of the world.
Mr. Edward Armstrong

Genesee Co., Mich., March 27, 1947. I bought plants from you three years ago and have had great success. The neighbors all envy us. Your plants were splendid.
M. A. Schultz

BERRY GARDENS

From Blossom to Berry;
From Berry to Bowl—
They're Beautiful

Mrs. Housewife, insist on that berry garden! You'll like having plenty of berries for *all* the family to enjoy, you'll save on the family food budget and you won't mind a bit the extra dollars the surplus will bring in. Make your own selection of varieties or buy from the Collections offered on pages 4 and 5. They're tailored to suit your needs.

Strawberries rank first as a fruit crop for the home garden! They're popular. Did you ever know anyone who wouldn't "go for" a big, red, luscious strawberry, or enjoy picking it fresh from the vines in the berry garden?

Strawberries rank first because they come into bearing sooner after being planted than any other fruit crop.

Strawberries rank first because they ripen earlier in the season than any other fruit—earlier even than most early vegetables.

Fresh berries from your own garden are appealing to the eye, a delight to the taste, useful as a food, very popular as a dessert and an unsurpassed source of Vitamin C, the sunshine Vitamin.

Strawberries are enjoyed in so many ways! Fresh from the garden or "sugared down," preserved, canned, in strawberry shortcake, in fruit juices or punch, as a flavoring for ice cream, etc., etc.

With home freezing unit, frozen food locker, or with Everbearing varieties, the season for enjoying them can be extended indefinitely, as strawberries make one of the most satisfactory of all frozen food products.

All of the above and more too! As a nice gesture to friend or neighbor, what could be more pleasing than a box or two of sparkling, red strawberries? And if you have a few to sell—they're always in demand.

New London Co., Conn., March 10, 1947. I would like to brag about the strawberries I harvested in 1946, seeing the way you folks brag about your 1946 Midland and 1945 Catskill. From a 600-ft row of Dorsett and Fairfax, I picked 500 quarts of nice, large berries, piled as high as possible. Some of my customers said the large Fairfax looked like large apples.

Chester W. Krajewski

Marion Co., Ind., May 1, 1947. I bought some plants from you folks about 8 years ago, and I'll never buy from anyone else. I had wonderful success with my first planting of your plants. On less than ½ acre, we ate over a gallon a day, canned about 100 quarts and sold $50 worth of berries a year for four years which isn't bad with anyones plants.

C. C. Calvin

Hamilton Co., Ohio, April 18, 1947. Referring to order you shipped me in 1945, I want to thank you for the lovely berries we picked in 1946. They were even nicer than the catalog showed. Out of the 150 plants received (50 Catskill, 50 Fairfax and 50 Premier) I sold 100 quarts besides what we used and gave to friends. Would order more plants if we had more room to plant them.

Mr. L. C. Shirkey

Shawnee Co., Kansas, Feb. 4, 1947. We have just a small plot of ground in the back yard and we got 78 quarts of strawberries from our small patch. They were Fairfax and Chesapeake and we think there is nothing any better. We trust that these Fairpeake are as good. I am sending you a clipping from our local paper. *The clipping stated that Mrs. Nauman had brought to the Capitol newsroom a great Fairfax strawberry big as an apple and weighing one quarter of a pound.—Walter Nauman

PROFIT PLOTS

An oversized family berry garden—There's your profit plot. In fact, most berry gardens, except the very smallest, turn out to be profit plots.

It's such a logical thing—a profitable berry garden. No other crop will so well provide young people with well-rewarded work and responsibility. It will give old folks a chance to feel and to be useful at light, pleasant work which will do them no harm. It's a good family business.

Nothing is prettier than a berry patch or field

Have Some?

....Here are three reasons why we think the price will stay high enough so that **Berry** plots will continue to be **Profit** plots:

(1) Everybody likes strawberries. They're popular. The demand will continue because they have all three—eye appeal, taste appeal, health appeal.

(2) Frozen food equipment—home unit, rented lockers, commercial plants, provide a year round market for berries instead of just "in strawberry season."

(3) It's light work, but strawberries require lots of hard work, especially hoeing and picking. Mass production machinery can never *glut* the strawberry market with labor-saving machinery. Too much labor might do it someday, but not too much machinery. Production and distribution will not for many a day disturb a profitable market for the product of good family berry gardens.

HOW ABOUT THE BOYS AND GIRLS?

Monroe Co., N. Y., Oct. 12, 1946. Our son, George, had a berry patch which produced over 600 quarts this year. With his cart as his only equipment, he sold as many as 90 quarts a day. We had wonderful weather during berry season. They were so large and hung in huge clusters. He averaged over a quart a plant. We have purchased an adjoining lot for George and he wants to set out 1000 plants and start saving for his high school.

Mrs. Frank Stein (See picture at right)

Eleven-Year-Old Hustler

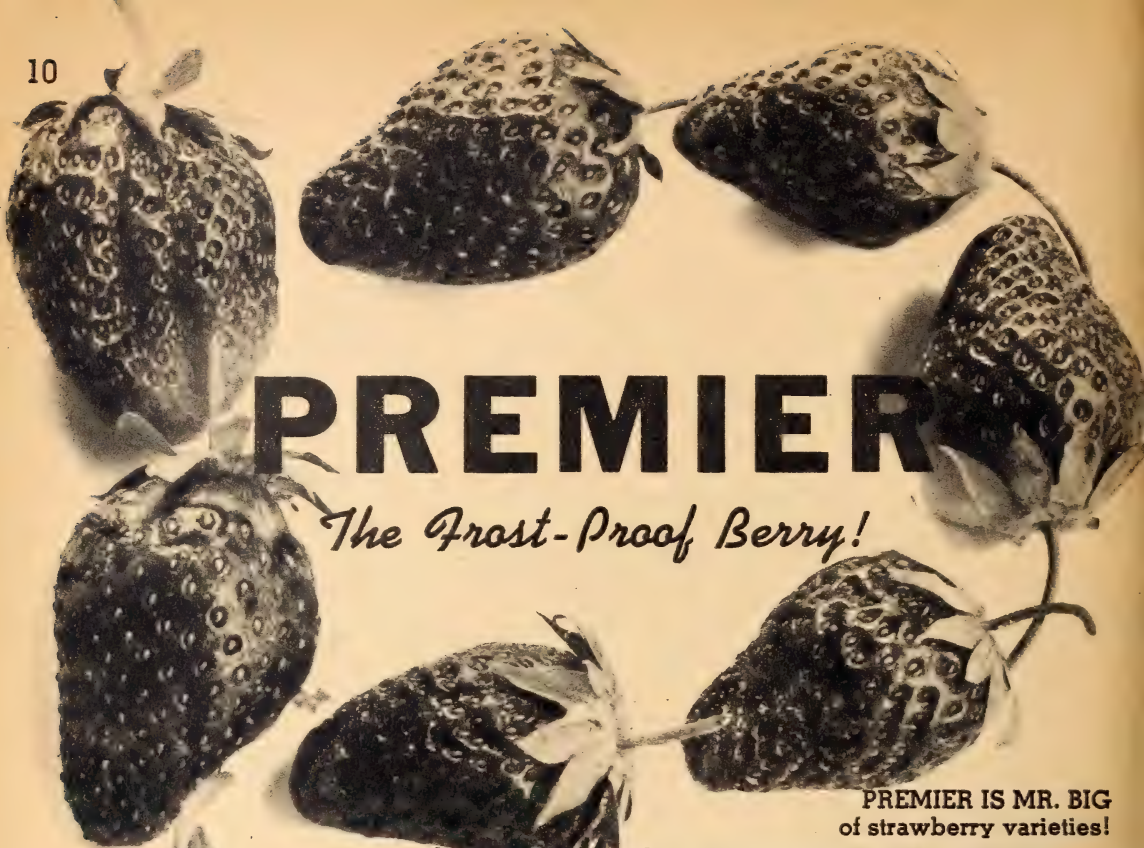
The Big Smile and the Berries

Somerset Co., Penna., Dec. 2, 1946. I ordered 100 Catskill and 100 Premier plants from you in April, 1945 and planted them for my son, Paul. The past June, he picked exactly 200 quarts from the 200 plants. He sold 150 quarts for $75.00 so you see I think there are no better plants than Allen's.

Mr. D. H. Broadwater

Greene Co., Mo., July 2, 1947. In the spring of 1946 we ordered 1000 Midland berry plants, and they grew so fine. We were in doubt if the plants would be adapted to this soil or not. This year we picked over 700 quarts of the finest berries anyone had ever seen in this Country. We just can not praise the strawberries enough. We had people to come far and near to see the plants. This berry is super to your advertising of it. Enclosed is a snapshot of my five-year old son holding a box of Midland berries. The quart has 21 berries in it. The berries have the finest flavor to be had in berries. I put nearly 100 quarts in our locker. We certainly are pleased with this berry.

Mrs. Ed Cromer



PREMIER

The Frost-Proof Berry!

PREMIER IS MR. BIG
of strawberry varieties!

If you can't afford to miss a crop, **PLANT PREMIER.**
If a heavy yield is what you want, **PLANT PREMIER.**
If a big profit is what you need, **PLANT PREMIER.**

Most of the records for heavy yields and big profits for the last 30 years have been made with Premier. For 31 years, since its introduction in 1915, Premier has not missed a crop. Many varieties are frost resistant—only Premier, on its record, can claim to be frostproof.

The Premier territory includes all the middle and northern states as far west as Minnesota and Iowa and in the higher altitudes as far south as North Carolina and Tennessee. In this whole area, Premier is the most popular commercial variety, being planted on many more acres than any other kind.

A National strawberry variety survey was published in July 1947 Indiana Horticulture. Among growers in the upper Mississippi Valley states six times as many said they would plant Premier as any variety, Catskill being second and Fairfax tied with others for third. In the northeastern states more growers said they would plant Premier than any other variety except Catskill. In the same survey, State Experiment Stations of 22 states in the area recommended Premier, 15 Catskill, 14 Blakemore and 10 Fairfax.

Premier, still the leader, is the only one of the leading present day varieties not produced by scientific breeding at the various state or federal agricultural experiment stations. Premier "blood", however, is present as parent or grandparent in nearly all of the 10 or 12 best commercial varieties of today, including Catskill, Fairfax, Midland, Blakemore, Dorsett, Fairpeake, Redstar, Sparkle, Temple, the new Tennessee varieties and many others.

BIG CROPS—There seems to be no end to the productiveness of Premier when planted on good land with ample moisture at fruiting time. An early ripening variety, it continues bearing until most of the midseason berries are about through. In very dry years it is impossible for the plants to size up the great quantity of berries and there are many small fruits among the later ones unless irrigation is provided. With hot, wet weather at fruiting time, Premier tends to rot too easily if the beds are matted too thickly or have been left unmulched. Under favorable conditions, yields of 5000 to 10,000 quarts per acre of good, marketable Premier berries is not unusual and higher yields have been recorded quite frequently.

THE PREMIER BERRIES in the picture give an idea of the shape and general appearance of the fruit. They run medium to large in size, medium to high in quality, medium to good in firmness. Premier berries grown in New England, New York, Pennsylvania and other northern states will be larger, firmer, brighter and more attractive in appearance and much better in quality than Premier berries grown farther south.

PREMIER PLANT GROWTH is extremely healthy and moderately vigorous. It is very difficult, usually, to find the slightest trace of leaf spot or any other foliage trouble in our Premier rows. There have been reports from some states that, in dry years, Premier would not make enough plants for the most desirable fruiting row. This generally is not the case if good vigorous stock is used. We have several fields of Premier plants each year. By taking all our planting stock from the healthiest, most vigorous fields, we have now the most rugged, robust stock of Premier we have even seen. In spite of an unfavorable growing season, our beds of Premier, *this year*, will average the best of any variety we have, superior even to Temple and Blakemore.

THE PREMIER VARIETY and this stock of Premier plants are *right* for you, for heavy yields, for good profits.

Field Scene

CUSTOMER COMMENTS

CUSTOMER COMMENTS about Premier are the same as they have been for many years. Mr. W. F. Grollmitz of Fulton Co., Illinois, writes, "I had a fine crop of Premier last year and made good money on same. Thanks to you for such nice plants." Another Premier grower, Mr. Gerald Flanders of Penobscot Co., Maine, has this to say, "I have three acres of Premier for this fruiting season and am trying to get a later variety to lengthen my berry season. I am very much interested in growing strawberries and what I know about it I have learned from your Berry Book. I have grown 7000 quarts per acre from Premier." Of course, we like to publish letters like that as well as this one from Mr. William C. Sunderland of Clearfield Co., Penna., "I got 100 Premier plants last spring (1946) and picked 100 quarts. They averaged a quart to a plant. I'll admit it was a favorable season but they did wonderful. You can't praise Premier enough. They are the *Berries!*" Another Penna. grower, Mr. Preston Hutton of York Co., states the case for Premier in just two short sentences, "I picked 150 quarts of Premier from 125 plants last year, even though the first blooms froze. The size and flavor were excellent." Big crops in spite of cold and frost. Satisfactory size, appearance and flavor. That's Premier! Price list, page 31.

HOWARD 17—Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. It's a "pippin" no matter which name you use. Price list, page 31.

FAIRFAX

The Best Berries in the World

THE ROYAL QUALITY of the berries make FAIRFAX—

. . . A must variety for good berry gardens.
. . . The best roadside market variety.
. . . Like a magnet at pulling repeat orders.
. . . A money maker wherever quality is important.

FAIRFAX started as a variety under a cloud because of the tendency of the berries to turn dark on holding. The Fairfax cloud was quickly found to have a silver lining as Fairfax went to work. And as consumers learned about varieties, the rich dark red of Fairfax became a symbol of quality—not of decay. On any market where consumers are close enough to the producer to come back to him, they not only demand those dark berries, Fairfax, but are willing to pay a premium to get them.

Most wholesale fresh fruit markets want a light berry because buyers and handlers associate light color with firmness and small loss. The same is true with cold pack and quick freeze plants which put up berries in large packages. But with quick freeze plants which put up berries in one or two pound family size packages, there is a definite trend toward darker berries. Consumers, when they have a chance to identify something and strike back, quickly learn that dark color in strawberries means better maturity, more sweetness and finer quality. Delicious dark red Fairfax berries, as much as any other one thing, has helped to bring this about.

You might think from all we've said about the quality of the berries that Fairfax has little else to offer. How wrong that would be.

Fairfax plants have beautiful foliage, healthy dark green leaves with blossoms nearly as big as small roses, suitable for decorating garden borders or flower pots as well as fruit production.

These rugged Fairfax plants produce large crops of berries, crowding and often equalling or surpassing the big yields of Premier or Catskill.

The berries are beauties, first a brilliant red with fairly prominent bright yellow seeds, then a rich dark mahogany shade and finally a purplish red color. Every variety has, at least, one weakness. With Fairfax, it's in the picking. If not picked clean each time, left over berries, while still solid, will become quite dark. These, mixed with the lighter, just-ripened berries, present a somewhat mottled unattractive appearance.

The berries are quite firm and will outlast most other kinds, staying dark but solid for several days, after many lighter varieties have already started to decay.

Very large size with broad fan-shape is usual for the first berries on the clusters, becoming medium size and more round in shape as the later berries ripen.

Berries ripen early in Maryland, almost with Premier but become later, almost midseason, in northern states.

SIZE—FRUIT SET—DESSERT QUALITY—FIRMNESS—GLOSS & COLOR—RESISTANCE TO SPOT

Dr. George M. Darrow (U. S. D. A. Beltsville, Maryland, Dean of all Strawberry Research workers in the U. S. A.) in an address printed in August 1945 Hoosier Horticulture rated (1-10) 20 leading standard and new varieties of berries on the six important points mentioned above. In this study, Dr. Darrow gave Fairfax the highest point rating of any variety, 55 out of a possible 60 points. Midland was second with 53 points.

Commercially on fairly large acreages we have found Fairfax one of our most profitable varieties. For the home garden or for roadside market and other close-to-consumer outlets, Fairfax hasn't been equalled for the Premier region, from Virginia, North and West. FAIRFAX QUALITY makes friends for the whole strawberry industry. Don't miss it! Price list, page 31.

More growers write us every year expressing satisfaction, even enthusiasm, for Fairfax than any other variety. Here are comments from some of this year's letters:

"Fairfax is the best variety I have ever had—beautiful berries, tasty and large size."
Mrs. Stella Ostroski, Hartford Co., Conn.

"My Fairfax were tops. One Fairfax berry measured 5½ inches in circumference, unbelievable but true. The neighbors marveled." (See full letter, page 9.)
Mrs. Grant Donaldson, Trumbull Co., Ohio

"I was told Fairfax would not prove satisfactory in our climate but after growing it for 3 years, I have decided Fairfax is the finest berry I have ever grown. I shall plant nothing else this year."
Mr. Horace W. Sprague, Waldo Co., Maine

"Our Fairfax were beautiful, foliage of the plants and the blossoms wonderful. We got nearly 500 quarts from 500 Fairfax plants. Berries were sold at the roadside stand and could not keep them picked fast enough to supply the customers. People marveled at the size."
Mr. L. M. Hoard, Chautauqua Co., N. Y.

"12 years ago I ordered my first Fairfax. This year I had many berries which weighed two ounces to the berry. Largest ever grown here—well pleased."
Mr. W. G. Haynes, Iredell Co., N. C.

"Fairfax O. K. Every plant grew. Best berry I ever ate."
Mr. Ira G. Everhart, Darke Co., Ohio

"In the spring of 1945 I picked 4014 quarts of berries from ⅛ of an acre and in the spring of 1945 I picked 3575 quarts from ⅛ of an acre—from Fairfax plants I got from you."
Mr. Howard Downs, Suffolk Co., N. Y.

The above yields seem almost incredible but that's exactly what Mr. Downs wrote about his Fairfax.

DORSETT

At its best, there is no better berry. At its best, it is equal to Premier in plant growth and productiveness and in size and firmness of the berries. Superior to Premier in quality and appearance of the berries.

But—Dorsett is not always at its best. It is susceptible to frost injury, so cold, frosty sites must be avoided. It is a weak pollenizer, so keep rows thin to make pollenation easier. For the same reason, don't overfertilize Dorsett.

However, don't let our frank talk run you away from Dorsett if you can grow it. Dorsett offers rich rewards to those who have the conditions and the "know how" to make it do its best. Edwin S. Snyder of Berks Co., Penna., says "Dorsett is my favorite variety. Even if I have Premier and Fairfax, the Dorsett always sells first." In the national variety survey mentioned on page ...., growers of Idaho gave Dorsett first place on the list of varieties they would plant. Dorsett—at its best—there is no better berry. Price list, page 31.

TENNESSEE SHIPPER

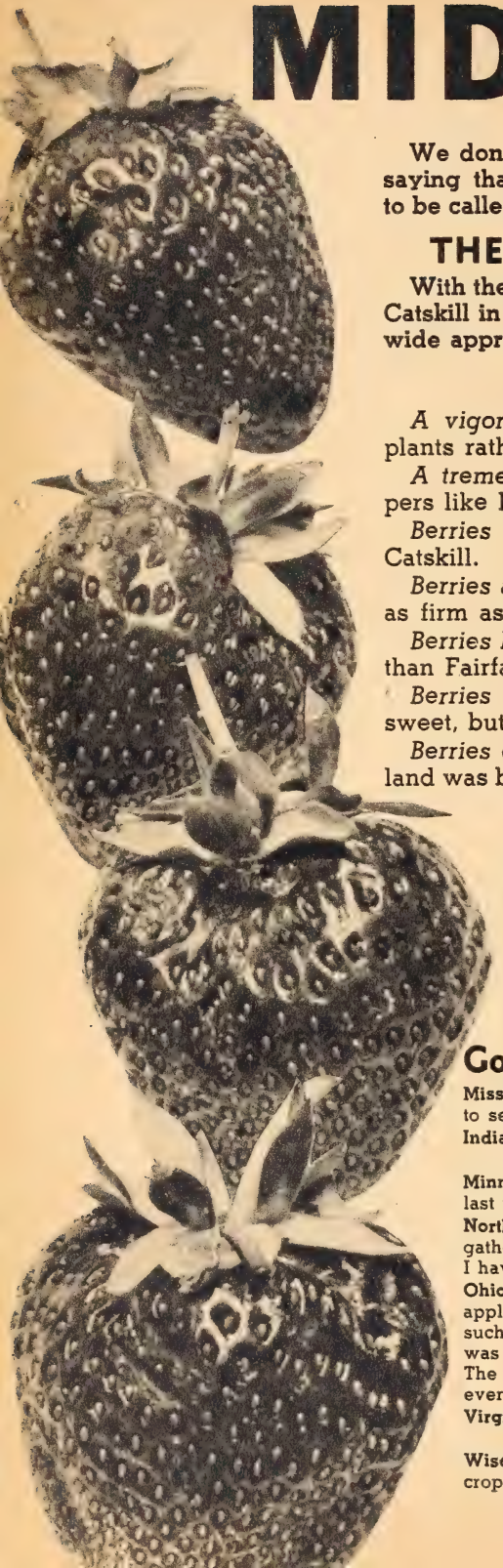
A new variety (Missionary X Blakemore) originated at Tenn. Agri. Exp. Station. An early, pointed, attractive and very firm berry introduced as a shipper. With us it is a very vigorous grower, making less plants but larger ones than Blakemore, quite productive, and very good looking. We like Tennessee Shipper very much but the berries with us run a little too small to compete with Midland. In Tennessee and Kentucky it is making a great record. Well worth a try in regions that have Blakemore and Aroma as leading kinds. Rated very high as a berry for freezing. Tennessee Shipper is a variety patented by the University of Tennessee. We can sell you Tennessee Shipper plants only with the understanding that you are not to propagate them for sale to others. Price list, page 31.

SUWANNEE

A new berry originated (Missionary X Premier) by the U. S. D. A. Very early—very free grower—and very fine quality. Considered the best home garden berry the southern states have ever had. The berries are rather long and pointed, fairly light and very attractive. It should not be left out of any southern states berry garden. Price list, page 31.

Cluster of Dorsett Berries—
Famous for Flavor

MIDLAND



We don't like too many extravagant words but we can't help saying that Midland is a wonderfully fine new berry entitled to be called

THE BEST NEW VARIETY IN YEARS

With the exception of Blakemore in the south and Premier and Catskill in the north, no variety in our memory has gained such wide approval in so short a time.

WHAT IS MIDLAND LIKE?

A vigorous grower making an ample bed of large strong plants rather than great numbers of small ones.

A tremendous yielder—rating right along with master croppers like Premier and Catskill in total quarts per acre.

Berries average large—larger than Premier, as large as Catskill.

Berries are very firm—firmer than Premier or Catskill, almost as firm as Blakemore and Fairfax. Tough skin helps.

Berries have a nice appearance—darker than Premier, lighter than Fairfax, glossy skin, very attractive.

Berries have high quality—different from Fairfax, not as sweet, but a distinctive flavor some like just as well.

Berries good for freezing—in tests at Maryland Station, Midland was best of all.

Midland adaptation seems about same as Premier (see page 10)—possibly extending a little farther South, not quite so far North. In the southern part of the Premier territory, we think Midland has a better chance of replacing Premier as a good mass production berry than any variety now in sight. Ideal for the grower who wrote last year "I want something more productive than Fairfax, better quality than Premier." Midland is it! Price list, page 31.

Good Words For Midland Come From

Missouri—"The Missouri Experiment Station at Mt. Grove advised us to set your Midland plants in Missouri."—Jos. B. Dors, Boone Co., Ark.

Indiana—"The Midland showed up good in last year's test plot here." Roy Gish, Jasper Co.

Minnesota—"Midland proved very satisfactory. Beat any berry I had last year."—Elmer Waters, Winona Co.

North Carolina—"The Midland is an excellent berry. Last spring I gathered 10 gallons of berries from 30 plants—the largest strawberries I have ever seen."—W. J. Squires, Rockingham Co.

Ohio—"Frost got some of the Midland blossoms which looked like apple blossoms—they were so big. I have never seen plants bear such large berries in such quantities as this variety. The average size was as large as the ones pictured on your 1946 catalog, front cover. The largest had no hollow centers. Neighbors called quality finest ever. Midland is all that you desire."—Arthur R. Meyer, Clermont Co.

Virginia—"The fruit of the Midland was just wonderful." W. G. Niven, Norfolk Co.

Wisconsin—"Midland is the best berry I ever raised. Had a wonderful crop of large Midland berries last year."—Orlando Rennie, Racine Co.

BLAKEMORE

Early
Solid
Productive

A Great
Shipping
Berry

BLAKEMORE leads all other varieties—North or South, East or West—in total production and total acres planted.

BLAKEMORE is the best early shipping berry the Southern states have ever had. It does well as far north as Maryland, southern New Jersey, and the Ohio Valley. With few exceptions, it is not recommended farther north. Performance alone brought Blakemore its great popularity and lightning-like spread over the southern and lower middle states. In many areas, it revived a lagging berry industry. Here are some of the things which made Blakemore's wonderful performance possible:

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money for the grower.

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm may partly explain this. As fresh fruit, they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Yellows resistant plants—Due to the nature of Blakemore yellowing, no one can know for sure that their stock is yellows-free. However, for three straight years, we were not able to find any trace of yellows either in our stock plants or in our fields. This year there is a trace, but no more than can be completely rogued out. You will get plants that are highly yellows resistant—all that any grower can guarantee.

SOUTHERN GROWERS—ALL BLAKEMORE GROWERS—SET BLAKEMORE FOR VIGOR, PRODUCTIVENESS AND PROFIT. PROTECT YOUR PROFITS WITH ALLEN'S YELLOWS-RESISTANT BLAKEMORE PLANTS. **PRICE LIST, PAGE 31.**

CATSKILL

Produces Midseas

LET GROWERS TELL THE CATSKILL STORY!

In the national variety survey mentioned on page 10, more growers in the northeastern states said they will plant Catskill than any other variety, more even than Premier. In the same survey, growers in the upper Mississippi Valley states would plant Catskill second only to Premier.

Connecticut—Catskill produced twice as many as other varieties.

Fairfield Co., Conn., I can't praise Catskill enough for production. Our Catskill had ripe berries ahead of Dorsett, Fairfax, Premier or Gemzata, and nearly twice as many as any other kind. Carl Denninger

Indiana—Catskill has them all beat.

Hendricks Co., Ind., I have been growing strawberries for 35 years but the Catskill plants I bought of you last spring has them all beat. I have never seen nicer berries and they are heavy bearers. Lots of them were as large as pullet eggs, and I am selling these berries for fancy prices. Walter L. Brown

Maryland — Catskill most profitable of all.

St. Marys Co., Md., Enclosed find check for 1000 Catskill berry plants. I think they are the most profitable variety for me. Please send them as near March 15th as possible. Your plants have given me wonderful results. Mrs. Ernest Lane

Pennsylvania—Catskill—Best on the market.

Delaware Co., Penna., We are more than pleased with the Catskill we bought from you two years ago. The berries were as beautiful as any pictured in your Berry Book and were admired by all our neighbors. We have never seen any in the market that could compare with these berries. Mr. Carroll E. Algard

Virginia—Catskill best producer.

Rockbridge Co., Va., I got some plants from you in 1945 and they arrived in perfect condition. There were several varieties but the Catskill is my pick for the best producer. I am ordering 2000 more plants.

John Scott Moore

Grow Catskill in the territory where Premier thrives (from Virginia North and West). In that area Premier for Early and Catskill for Midseason form a combination to bank on for

SURE CROPS—BIG CROPS
CERTAIN PROFITS

Catskill Berries, Typical of the Bea

Larger Crops of Bigger Berries Than Any Other Variety . . . Catskill Has What It Takes!

Plant growth is vigorous and healthy. Enough strong plants are made for a good fruiting bed. On very rich soil they may have to be thinned a little. Like most of the New York varieties, Catskill shows a little leaf spot when grown this far south, but never enough to affect the crop.

Big Berries. Catskill will produce not only a greater total yield but a larger quantity of big berries than any other leading variety. Of course there are some medium sized berries, but they are "in addition to" and not "in place of" a big yield of big berries. The new Midland rivals Catskill in size of berries.

Good Berries. Catskill berries have very good quality. They are somewhat better than Premier and when fully ripe have much of the delicious flavor of the old Marshall. They're really good to eat.

Productiveness is all that could be desired. Here in Maryland it is even more productive than Premier. We believe our record of 32,000 quarts of Catskill on three acres is absolute tops for any field of its size in this section. In New England and New York State, yields up to 15,000 quarts per acre are reported.

Catskill Produces in such Abundance

Pretty Berries. Catskill fruit has a fresh green cap and an attractive light red color which makes them very showy in the package. The very large primary berries are somewhat ridged but the late ones are smooth and uniform.

Firm Berries. More solid than Premier, just as firm as Dorsett. If picked when ready and shipped moderate distances, Catskill is firm enough to stand up in fine condition. There is no trouble at all in handling Catskill for local and nearby markets. In harvesting many fruit crops of Catskill, we have found that it stands rain at picking time very well, much better than other varieties which are actually firmer.

Weakness. In some areas it must be admitted that Catskill has not retained all the great vigor and productiveness it had when introduced in 1932. In some of these places, granting this fault, Catskill will still produce more quarts of big berries than any other midseason berry. Where tests have indicated Catskill has slipped, Temple, Sparkle, Robinson or Big Joe may be the best midseason berry available. But don't give up Catskill unless you are sure.

Catskill is still the "Champ" among midseason varieties, even though it doesn't win every round, everywhere. **Price list, page 31.**

Big Joe Beauties

BIG JOE

A fine old variety that crowds our Big Six Group in all around value. Another thing, it may be the better land we are using to grow them, but for some reason our Big Joe have shown us a resurgence of vitality. They are big and strong and vital—more vigorous and productive than we remember the variety in years past. The big rugged plants need little thinning. Plants are moderately productive of big brilliant red juicy berries. Prominent red to yellow seeds and a big green cap combine to make Big Joe a very showy and attractive berry. Berries are fairly firm, as good shippers as Catskill, and on the local auction market often sell with Chesapeake.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers fields, Big Joe often being called improved Lupton. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful. Price list, page 31.

ROBINSON

(Scarlet Beauty)—Many pages of nice things have been written about this new variety from Michigan. It is said to be a cross between Premier and Washington. Like other good varieties Robinson is not universally good but some growers are enthusiastic about it.

Robinson makes plants very freely, the foliage being very vigorous and free from disease, resembling Premier but with smaller leaves. The plants are quite productive but under good growing conditions will get too thick for best production unless kept thinned. The berries are an attractive bright red in color, almost as light as Blakemore. They average large in size with the big berries quite deeply furrowed or ridged. This would be a rather serious fault except for the bright color which makes the berries in the basket rather pretty in spite of the ridging. From reports, the berries are firm enough for local and nearby markets or short shipping distances. A northern variety mostly as the berries as far south as Maryland are not firm enough to ship well. Robinson berries must be better in quality than they are here because some descriptions say "quality excellent." We are rather critical of berry quality, but we have never tasted a *good* Robinson. The berries here are very *tart* without the *flavor* which makes a tart berry good. It seems to us like another Lupton in that vigor, productiveness, size and appearance make it commercially profitable—but a good one to keep out of the home garden. A report from the Manager of the Fruit Growers Association of Alma Center, Wisconsin states "The Robinson variety did not yield here according to the advertisements. It was a very poor color." However, other reports are more favorable:

Wyandotte Co., Kansas—Have grown Robinson one season. First berries as large as eggs. Customers took them on sight. Yield may be low.—W. R. Smith.

Carroll Co., Inc.—Scarlet Beauty (Robinson) wonderful for me. Berries large, flavor very good. Plants healthy and vigorous. Yield heavy. Sell well. Better than anything except Premier. —Chester A. Kuns.

Wilson Co., Tenn.—Tried 15 varieties, Robinson far ahead of them all. Big as eggs, some of them, and fine like they speak of them in Michigan.—B. A. Williams.

Where adapted, Robinson may prove a very profitable commercial variety. We have some good plants. Price list, page 31.

TENNESSEE BEAUTY

A new variety from Tennessee. A scientific cross, Premier X Missionary, same parentage as Blakemore. Tennessee Beauty makes a vigorous growth with plenty of new plants. They are very productive. Berries are medium to large in size, a bright shiny attractive red color, and quite firm—solid enough for a shipping berry. First and largest fruits generally wedge shaped, others round, conic. Quality good. Tennessee Beauty berries hold their light color well, so if further tests continue favorable, it may replace Aroma or Catskill as a late berry with some growers. Tests in Tennessee have shown a very high percentage of No. 1 berries as compared to Blakemore. Also rated very high as a berry for freezing. Well worth trying in the southern and lower middle states. Tennessee Beauty is a patented variety that we can sell you only with the understanding that you are not to progagate them for sale to others. Price list, page 31.

TEMPLE

Large areas in some of our best strawberry producing states, smaller areas in others, have, in recent years, been knocked out of the strawberry business by the red stele root rot disease. As the disease organism can live over in the soil 6-8 years or more, the best hope for growers in those areas was a disease resistant variety. With that in mind, Dr. George M. Darrow of the U. S. D. A., Dr. C. E. Temple of Maryland (for whom the variety is named) and Dr. Walter F. Jeffers of Maryland went to work on the problem. Dr. Darrow did most of the crossing using mostly Fairfax (a splendid variety) and Aberdeen with qualities some good, some bad, but red stele resistant. Dr. Jeffers did most of the testing. *Temple* is the first of the varieties to come from this work. *Temple* may not be the *final* answer but it is a *good* answer. It is a fine variety entirely apart from its red stele resistance. Here's *TEMPLE!*

1. It will grow and produce tremendously on soils infested with red stele, where most other varieties would die.

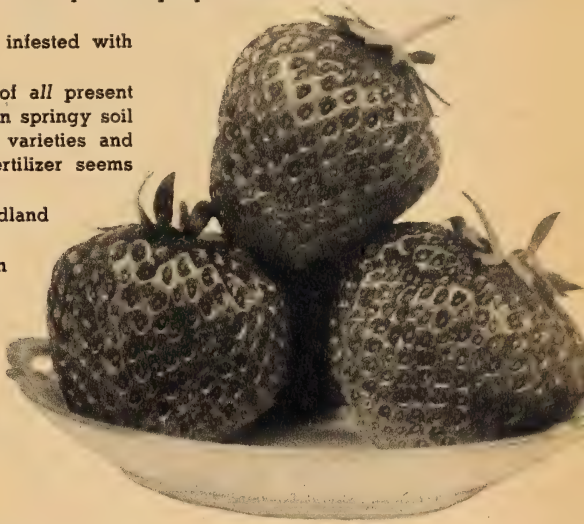
2. Probably the *rankest* and most vigorous grower of *all* present day introduced varieties, and perfectly healthy growth. On springy soil where it does best, set Temple farther apart than most varieties and then watch out to see if it needs thinning. Also, if fertilizer seems needed, do *not* put it on in the spring.

3. Temple is very productive, ranking almost with Midland with us in total yield.

4. Berries average medium to large, medium red in color, attractive in appearance and very good in quality.

5. Temple berries are firm enough to ship. In the Pittsville, Md., area where most Temple have been grown to date, produce buyers are all in agreement that Temple is definitely a good commercial berry.

Temple was "made-to-order" to take care of the red stele menace—but in "making" it, they put in enough good qualities to justify a thorough tryout by good berry growers *everywhere*. Price list, page 31.



Temple—a Masterpiece of Scientific Breeding

PATHFINDER A seedling of Aberdeen, originated by Dr. J. Harold Clark and introduced several years ago by the New Jersey Station. It is a very rugged grower, usually making plenty of plants and large strong ones, *quite resistant to red stele*. Among the most productive of all varieties. Should be grown from central New Jersey north as a second early or early midseason variety. On heavy northern soils where it is adapted, Pathfinder berries run medium to large in size, unusually uniform in shape, firm enough for local or nearby market, of good quality and attractive appearance. Pathfinder is not good in the South or lower middle states, but in the North is a volume *producer* of satisfactory berries that good growers turn into handsome profits. Price list, page 31.

SPARKLE

A new variety from the New Jersey Station (Aberdeen X Fairfax-N. J. 312). According to scattered reports from Northern New Jersey, New York, parts of New England and one or two spots in Ohio and Illinois, Sparkle has everything a fine strawberry should have except size and sometimes it has a great deal of that.

A vigorous healthy plant growth, seldom equalled. Productiveness to rank with Premier and Catskill at their best. Berries with a skin that shines and sparkles—beautiful. Berries firm enough for local and nearby markets. Berries better than Premier or Catskill in quality—next to Fairfax. Berries that test among the best for freezing. Berry color is bright rich red—becoming darker on holding but not as dark as Fairfax.

The berries lack size—in dry hot years with thick beds, berries would be small. With more moisture or irrigation and thinner beds, berries a good medium to large in size.

Sparkle is a Northern Berry. Here in Maryland we have the vigor and productiveness—but the berries are not big enough or firm enough to be desirable commercially.

Sparkle is highly resistant to red stele. George L. Slate, berry specialist of the Geneva, N. Y. Station, says that for soils plagued with red stele root rot disease, Sparkle is first choice of all varieties. We would add that growers in the northeastern states who may have found Catskill not up to par, Sparkle should be one of the first to try for a very high yielding midseason berry for home use or nearby market. Price list, page 31.

FAIRPEAKE

As Good To Eat As Fairfax! Can More Be Said?

Already rates a place in the Big Six Group of best varieties for the middle and northern states. Fairpeake is about Chesapeake season, possibly a little later. Chesapeake is our own baby we introduced many years ago. Yet we believe Fairpeake will largely replace Chesapeake within a few years. **It's a better berry!**

Plant Growth—Very vigorous, healthy, robust. Makes more plants and larger, stronger ones than Chesapeake but needs little or no thinning. Growth like Fairfax but taller, larger leaves.

Productiveness—Much more productive than Chesapeake, about same as Fairfax.

Size of Berries—Very large average size—as large as Chesapeake.

Appearance—Very beautiful berries. Not quite as evenly shaped but just as pretty as Chesapeake. See crate of Fairpeake berries above.

Quality—Just as good as Fairfax. At the very peak.

Firmness—Ranks high. Firm enough to ship well. Like other late varieties Fairpeake should have a rich moist soil to bring out fully its wonderful possibilities. Recommended for about the Premier territory. Hardiness has not been fully proved—but it is ok so far. It blooms so late the blossoms are really "hard to get."

The thing that lingers in our memory is the marvelous quality of the berries. They really taste like more. We unhesitatingly recommend that everyone, home gardener, small grower or large grower try some Fairpeake. Why not get in on the ground floor with Fairpeake and reach the very peak of quality. Price list, page 31.

CHESAPEAKE

Chesapeake has always had a host of friends who consider it about the last word in fancy strawberries, in beauty, size, rich color, firmness, attractiveness, in all of those qualities which make a strawberry ship well and sell well. But it has generally been admitted that Chesapeake is a shy plant maker and not too productive, perhaps because the plants were not there to produce. However, the strain of Chesapeake we have had for the last several years has made new runner plants much more freely and yields have been better.

Chesapeake is nearly frost-proof because it blooms so late in the season, but in very cold climates it is susceptible to winter injury and should be well mulched before hard freezing occurs.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps, make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many close to it in taste and flavor. As a shipping berry Chesapeake stands out. Price list, page 31.

MASSEY A late shipping berry grown mostly in North Carolina to date. Season through, the highest selling berry there. The only *firm* southern shipping berry we have seen with *high quality*. Not very productive in Maryland but from reports produces well in North Carolina. Large average size, round, bright green cap. Basket of berries on page 6 is Massey. Moderately vigorous grower. Worth trying most other parts of South as high quality home garden as well as shipping berry. Price list, page 31.

GANDY An old standard very late variety. Rank grower, not too productive. Berries large; light color; good quality, but tart; very firm. An excellent shipper. Price list, page 31.

LUPTON An old favorite shipping berry grown mostly in Maryland, Delaware, New Jersey, eastern Pennsylvania and Long Island. Moderately strong grower, quite productive. Berries large, bright color, very attractive, very firm. Good shipper. Quality very poor—not good for gardens but a moneymaker for many growers who ship their berries. Price list, page 31.

REDSTAR

The Latest Very Good and the Best Very Late Variety

Redstar—a really great strawberry

PLANT GROWTH AND PRODUCTIVENESS

Redstar makes a very robust plant growth—plenty of large, strong, deeply rooted plants with foliage so healthy and green it might well be on a beautiful ornamental plant.

Those big plants really turn out big crops. They are most productive for a very late variety. A sure cropper because they bloom so late, after frost danger is usually over.

BERRIES

Large average size, with the largest ones broad and slightly ridged (see picture below). The only weakness Redstar has showed so far is a tendency to fasciation under some conditions.

Fine quality—some say next to Fairfax.

Firm enough for distant shipment.

Very attractive with a bright red color which does not turn dark, a tough glossy skin with slightly raised yellow seeds, a light green cap. Pretty as a picture, Redstar Berries entice the eye. They sell well.

THE MOST IMPORTANT THING ABOUT REDSTAR IS LATENESS OF RIPENING

Many days after all other good varieties are through, Redstar will still be turning out berries in abundance!

If pickers are scarce you can nearly double your production of fancy berries by stretching out the season with Redstar!

Prices in normal times will be much better because of avoiding local competition with all other varieties!

Grow Redstar in all the Northern States as far south as Virginia and West to Missouri.

Grow Redstar on rich moist land and reap a rich reward. We have the plants to start you right. Price list, page 31.

Late Berries for High Prices

1. Plant Redstar—latest good berry.
2. Elevations—each 100 feet higher altitude means 1 day later ripening.
3. Heavy clay soil—4 days later than sandy soil.
4. North slope—berries ripened 10 days later than south slope.
5. Mulching—can delay ripening 10 to 14 days.

Redstar—

delicious berries after others have gone

The picture at the right shows a scene in our 1947 berry season. All the quart boxes you see in the picture came from these four rows of Redstar at one picking. A tremendous yield at the rate of 2500 quarts per acre on that one day. They were nice berries, too.

Van Buren Co., Mich., Feb. 1, 1947—I would like to say two things—my 25 rows—100 feet long—of Fairfax and Redstar are the best I ever fruited. They are the best in flavor, production and plant making. The second thing I would like to comment on is that in no field have I ever encountered such honest advertising as is found between the covers of your catalog.

J. F. Turner

Bradley Co., Tenn., Jan. 8, 1947. Set several varieties last spring. The Redstar plants stood the long dry spell last summer best of all. I've been growing strawberries about 39 years and I am enthusiastic over the Redstar. I let some of the berries ripen to see their goodness and they seem to be as fine as Fairfax.

Mr. B. Jameson

Juneau Co., Wisc., March 26, 1947. Please send me your strawberry book and price list of strawberry plants. I am going to order 400 or 500 Redstar, if you have them. I got some from you before, and they are a good late berry, when the rest of the June berries are gone.

Mr. John Blank

Niagara Co., N. Y., Feb. 25, 1947. My State Agriculture College advises obtaining dormant plants and holding in cold storage. I would like to obtain 1000 plants very early, just as early as you can dig and ship. This probably would be early in March. The more dormant the plants, the less likely they are to heat in transit and the better they will keep in storage. Are you people in a position or could you supply me with plants as I am advised above? In other words, do you dig and ship dormant plants suitable for cold storage?

After studying better than 15 catalogs, I like the way you people represent your products better than any of the others as yours seems to be the most honest.

Paul G. Cumming

Note—We believe in dormant plants. We cooperated with both the N. Y. Station and the U. S. D. A., in experiments which proved their value. We use dormant plants to fill your orders until our reserves are exhausted. Another reason for getting your plants early.

Clark Co., Ohio., Feb. 3, 1947. I have purchased my plants for years from you and have been well satisfied. I have recommended you to many of my friends. However, this year, we Ohioans have been warned about "red stele." I have confidence in you and your plants and am ordering again. I would appreciate a word from you stating your guarantee. I saw "red stele" at work once and of course I want to avoid it.

Mr. L. H. Chenoweth

Note—Maryland had the first and, we believe, has now the most rigid inspection service for red stele. You can depend on getting disease free plants from us.

FAIRLAND

A new variety just released for introduction by the U. S. Department of Agriculture and the University of Maryland. Fairland (U.S.D.A. 3205) is a cross of Aberdeen and Fairfax. Fairland is a very vigorous grower, making plenty of healthy plants that are commercially resistant to red stele. The plants are very productive, ranking with Premier and Catskill in total yield. The berries ripen two to six days after Premier. They are medium to large, light bright red and somewhat firmer than Premier. As compared with the new Temple, Fairland is equally vigorous, generally more productive, but not quite as firm or high-flavored as Temple and not quite as resistant to red stele. The official release on Fairland states "Tests in New England, Michigan, Missouri, Maryland, Delaware and Virginia have shown that Fairland is best adapted to the region where Premier is an important variety. Recommended chiefly for local market." Fairland may be the quantity berry of satisfactory quality to maintain and increase your profits. Try the new Fairland. We have some nice plants. Price list on page 31.

GROWING EVERBEARERS

WHY

Everbearing strawberries make a delightful and useful crop for the home garden. They are quite popular with those who like novelties and are willing to put out a little extra time and money to have berries out of season.

You don't have to wait very long. No other fruit crop can touch Everbearing strawberries for quick returns. Plants are set in March or April. Berries are ripening from August to November of the same year.

Strawberries provide one of the best of all sources of Vitamin C, which cannot be stored in the body and, therefore, must be regularly in the diet. Everbearing varieties make possible a continuing and pleasing source of this vitamin all through late summer and fall. It must be admitted that a more economical source would be from berries of the regular spring crop, quick frozen in home unit or frozen food locker. Fresh berries lose very little of their Vitamin C on quick freezing.

Where everbearers do well, mostly in the northern states, some growers use them successfully as a money crop. Generally, everbearers are not as certain and sure in their cropping as spring varieties, so before starting out in a fairly big way, try everbearers in a small way, to see if you have the climate and conditions where they produce berries in satisfactory amounts. Be sure you are right—then go ahead. For profit, it's a good idea to select one of the everbearers like Mastodon, which makes a pretty good spring crop, even if the fall crop fails.

HOW

Everbearing varieties during the first few weeks must build up the strength and vitality to produce fruit this year as well as to continue growth.

Set good strong plants on well prepared land and set them early on soil that is retentive of moisture or where water can be applied or conserved by mulch.

Cut off the spring blossoms as soon as they appear and remove the summer blossom clusters at each hoeing until about the middle of July.

Everbearers give a greater response in fall fruit production to liberal applications of stable manure broadcast before planting than to any one thing we can mention.

Everbearers are often grown by the hill system, as it is thought the plants produce more fruit if runners are removed. Where this system is used plants may be set closer together. Plants 18 inches apart in rows 2 feet apart are not too close for hill culture. We have obtained the highest yields of good berries in regular rows with new runner plants spaced 4-6 inches apart in the bed.

Yields. Everbearing plants set early on good, moist soil should yield one pint or more per plant during late summer and fall. Much better yields are often obtained. Yields as high as 2 quarts per plant have been recorded.

GEM AND MASTODON

Strictly as an Everbearer for the production of berries in late summer and fall, and judging from our own experience over many years as well as most of the letters received from customers,

GEM IS A MUCH BETTER EVERBEARER THAN MASTODON

Not only will Gem produce *more* berries in late summer and fall, but they are better berries, brighter, more attractive, more uniform in shape and equally as good in size and quality. This is not always true as probably one-fourth of the reports we get rate Mastodon better than Gem.

Mastodon makes a larger, stronger, more rugged plant than Gem, making it better able to stand unfavorable conditions at and after planting time. Gem, favorably started, will make many more plants, though smaller ones, than Mastodon.

Mastodon, with its sturdy plants, almost never "lets you down" completely as Gem could do if conditions were very unfavorable.

As a spring cropper, Mastodon is not as good as many regular spring varieties, but is always better than Gem and is really a pretty fair spring variety. This ability to produce a good spring crop is good insurance for some return in case conditions do not favor a good fall yield.

Which to choose—Gem or Mastodon?

If your main concern is for summer and fall berries, as many and as nice as possible, *choose Gem.* Get the plants set early in as good a garden spot as you have.

If your main concern is for just berries—with a good chance at fall berries, but with an assurance of a good crop in the spring, *choose Mastodon.* Price list for both varieties, page 31.

There are other Everbearing varieties, all good under conditions that suit them, Green Mountain, Streamliner, Gemzata, Champion, Evermore. Due to a very unfavorable growing season in the summer of 1947, as well as to unavoidable late setting, these varieties made very few new plants. We do not have enough plants to offer any of them as our entire crop will provide barely enough stock plants to provide a supply for next year. We regret our inability to supply these, but can only say that if we can have only two, we are glad they are Gem and Mastodon.

☞ **Since writing the above a re-check of our Mastodon plants shows that we will not have any of this variety to sell this year. Late setting and a hot dry summer reduced our crop to barely enough for our planting stock. Gem is the only everbearer we can offer this season.**

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1948 will bear their best crop in May or June 1949. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

With fall planting, even if you could get plants that would live and start growing, there would be very few runner plants formed in the fall and a very meager crop of berries the following spring. In addition, you would have the trouble and risk of carrying the plants through two winters instead of one—with mulching and other necessary care—before getting a full crop of berries.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy (b) it has a high water table (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND? In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary—but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.
2. Early fall sowing of rye or wheat to

WHEN SHOULD PLANTS BE SET?

EARLY! EARLY! EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States April or the first half of May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should not be used in these applications as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

Good plants packed to arrive in good condition

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. apart	20 "	7,128 "

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed.

Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who cannot normally set plants by April 15th, could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which

TOO SHALLOW JUST RIGHT TOO DEEP

leaves the roots reasonably straight down in the soil, spread some if possible, with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle, a big spoon or in larger fields a horse or tractor drawn transplanter. With plants that have very long roots clipping them off to about 4 or 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture).

HOW FAR APART SHOULD PLANTS BE SET? In general, we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 ft. you would need about 20 plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best—1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. Blossoms may be left on vigorous plants of Everbearing varieties after July 20.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong, new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled off or cut off.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the Northern States and would be helpful in many fields as far South as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F) have occurred but before hard freezing (20 dgrees F or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. Use whatever you have or can buy at a reasonable price.

- - -

WILL IRRIGATION PAY? If you have irrigation, it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added, or because of a high water table.

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DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. If insect or disease troubles should appear, our FREE circular on STRAWBERRY INSECTS AND DISEASES may be helpful in identifying the cause and applying the remedy.

Don't fail to set strawberry plants this spring, as early as possible. IN NO OTHER WAY can you get a full crop of berries in late spring or early summer of 1949. We have no plants of any variety to sell for shipment in June, July, August, September, and October.

Section of Spaced Row—Note the Large, Individual Plants

- - -

Successful Berry Gardens

Suffolk, Co., N. Y., Dec. 10, 1946. Your plants certainly pay off as we can assure you from our first year of fruiting your stock. We never raised strawberries before but followed all suggestions in your Berry Book and cared for our bed as you suggested. From 3000 plants set on ⅜ of an acre, we sold 3500 quarts of gorgeous strawberries and moved them as fast as we picked for 65c per quart. Our little two acres right near town is our pride and joy because we have a growing family that needs outdoor life, and can that extra cash help us? We have just put a salt-hay mulch on our bed for next year. Again your plants have given us a wonderful start for another good year. We wish to have plants reserved for next year, and are anxiously awaiting your new Berry Book.

Everett C. Bennett

Madison Co., Ohio (no date). Again we order the best strawberry plants that I ever saw. Our 300 plants that bore our first crop last year netted over 360 quarts. Besides what we used and put in the locker, we sold $145 worth. For many years we have purchased plants from you and are looking forward to these being of the same quality.

Mrs. Fred Van Schoyck

Trumbull Co., Ohio, Dec. 30, 1946. I planted about 200 of your plants in 1945—Premier, Catskill and Fairfax. I had a most remarkable crop on clay loam in my small village garden. The Fairfax were tops. We had a wet spring and many of the Premier rotted. The Catskill were very good. I raised 123 quarts. My original plan was a few berries for shortcake but I ended up selling berries at 50c a quart in addition to many we used to can, freeze and make jam. Your berries exceeded my expectations in yield and size. One Fairfax berry (coxcomb) measured 5½ inches in circumference. This is unbelievable but true. My neighbors marveled at my crop of berries. I have just ordinary clay loam. I am sure you have a regular customer in me from now on.

Mr. Grant H. Donaldson

MORE and MORE

More and more the importance of vitamins in the diet is being recognized!

More and more the high value of strawberries as source of Vitamin C—the Sunshine Vitamin—is being proved.

More and more the "fresh" strawberry season is being lengthened by quick freezing, commercially and in home units. It's good to know that freeing has no material effect on Vitamin C content of strawberries, even after six months of freezing storage (Geneva, N. Y. Station).

Here are some important figures (in milligrams) and comparisons on Vitamin C content per 100 grams of fruit:

GENEVA, N. Y., STATION	
Oranges	35-55
Grapefruit	35-40
Tomatoes	15-30
Catskill berries	81
Sparkle berries	65
Fairfax berries	62
Premier berries	54

NORTH DAKOTA STATION	
berries ripened in . . .	
Sunshine	63.8
Shade	57.8
Cloudy Weather	59.5

As a source of Vitamin C Strawberries stand at the top.

VITAMIN C—THE SUNSHINE VITAMIN

USE ALLEN'S PLANTS TO GROW YOUR OWN BERRIES AND ENJOY GOOD HEALTH

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C.O.D. shipments, without part payment.

Packing. No extra charge made for packing at prices quoted on page 31.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 26 "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER--AND HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

PARCEL POST. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distance given herewith, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

BE SURE TO SEND ENOUGH POSTAGE AS ANY EXCESS WILL BE RETURNED.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st	0 to 50	9 cts.	1 ct.
2nd	50 to 150	9 cts.	1 ct.
3rd	150 to 300	10 cts.	2 cts.
4th	300 to 600	11 cts.	3 1/2 cts.
5th	600 to 1000	12 cts.	5 1/3 cts.
6th	1000 to 1400	13 cts.	7 cts.
7th	1400 to 1800	15 cts.	9 cts.
8th	1800 up	16 cts.	11 cts.

WE HAVE NO AGENTS If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

Price List for Fall 1947—Spring 1948

Page	Description Early Varieties	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants
15	BLAKEMORE	$ .75	$1.25	$2.00	$3.50	$ 4.50	$ 5.00	$ 6.25	$10.00
12	DORSETT	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
12	FAIRFAX	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00
10	HOWARD 17	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
14	MIDLAND	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
10	PREMIER	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
13	SUWANNEE	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
13	TENNESSEE SHIPPER	1.05	1.75	2.80	4.90	6.30	——	——	——
	Midseason Varietes								
18	BIG JOE	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
16	CATSKILL	1.10	1.80	2.90	5.10	6.55	7.85	9.10	14.50
24	FAIRLAND	1.50	2.50	4.00	7.00	9.00	10.00	12.50	20.00
18	PATHFINDER	1.10	1.80	2.90	5.10	6.55	7.85	9.10	14.50
18	ROBINSON	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
19	SPARKLE	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
19	TEMPLE	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
18	TENNESSEE BEAUTY	1.05	1.75	2.80	4.90	6.30	——	——	——
	Late Varieties								
21	CHESAPEAKE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
20	FAIRPEAKE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
21	GANDY	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00
21	LUPTON	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50
21	MASSEY	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00
22	REDSTAR	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
	Everbearing Varieties								
25	GEM	1.90	3.15	5.00	8.75	11.25	——	——	——
25	MASTODON	No Mastodon plants for sale this year because of late setting and hot dry summer.							

W. F. ALLEN COMPANY

SALISBURY, MARYLAND

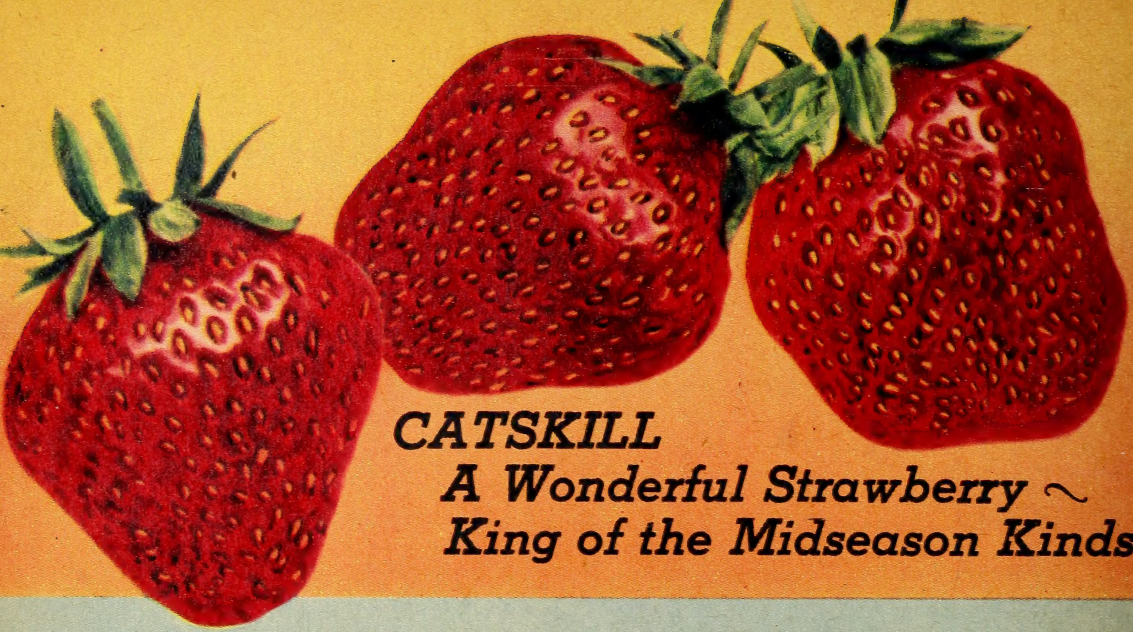
All plants f. o. b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

Tennessee Shipper and Tennessee Beauty plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

Due to very unfavorable weather conditions here in the summer of 1947, we have no plants for sale of the following varieties: Missionary, Senator Dunlap, Southland, Ambrosia, Aroma, Starbright, Champion, Gemzata, Green Mountain, Streamliner, Evermore, and MASTODON.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.



CATSKILL
A Wonderful Strawberry ~
King of the Midseason Kinds

W·F·ALLEN Company

SALISBURY
MARYLAND

FAIRFAX

Supreme Quality
A MUST Berry for
Good Berry Gardens